

KURE BEACH MARKETING ADVISORY COMMITTEE
MINUTES from 24Jan and 8Feb Meetings (with the CVB)
Kure Beach Town Hall, 117 Settlers Lane, Kure Beach, NC 28449

24Jan Meeting → Present: Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, Pam Hicks; John Ellen; Shawn Braden (CVB) and vendor partners; **Remote:** None; **Absent:** Bill Mahon

8Feb Meeting → Present: Christine Avery, Mark Dirks, Tim Markley, Dey Rossell, Steve Stefanovich, Pam Hicks, John Ellen, Shawn Braden (CVB) and vendor partners; **Remote:** Bill Mahon; **Absent:** None

- I. **Call to Order:** Chair, Mark Dirks, called the 24Jan meeting to order at 11am; the 8Feb meeting, 3:30p.
- II. **Approval of Meeting Minutes:**
Pam motioned to approve minutes from 6Dec and 12Jan meetings; Steve seconded. Approved.
- III. **Introductions**
 - A. Introductions of new KB MAC team member (Tim Markley)
 - B. Introductions of all attendees.
 - C. Mark provided overview of KB MACs “redirection” plan that focuses more on the “what” (assets), rather than the “how” (marketing tactics), identifying 7 product areas and an a 3-pronged approach to how the committee can better affect marketing for the town of KB.
 - D. Discussion about the value for more emphasis on sustainability and conservation for the island as a whole.
- IV. **CVB Presentation for FY23-24 Strategic Plan**
 - A. Room Occupancy Tax Update – Shawn provided updated reports along with insights & comparisons. Further discussion on how to measure occupancy better to drive marketing cadence and assess ROI. Discussion about possibly changing tax form to collect occupancy %, as well as the importance of communication to food/lodging partners.
 - B. FY23-24 Strategic Planning / Agency Reports (Mythic, Northampton)
Presentation from agencies with data and initial strategy to consider based on trends, economy and campaign performance. Discussion (Mark) regarding the evolution of the relationship between the Wilmington visitor and those visiting the beaches, as well as continued higher emphasis on marketing for off-season vs in-season. Excitement around the launch of a Mobile Trip Guide (app) in early March.

Ran out of time at 24Jan meeting. Special meeting scheduled to continue/finish presentation.
- V. **Other Business & Next Meetings**
 - A. Feb 8: Continuation of 24Jan presentation by CVB and its partners. (scheduled at 24Jan meeting)
 - B. Feb 28: KB MAC Regular Meeting (11:30a – 1pm)
 - C. Mar 28: FY23-24 Marketing Plan Recommendations (Agency Attended), 11:30a-1p
- VI. **Adjourn:** Meetings were adjourned at 1pm and 4:30pm, respectively.